

DATE: 12/11/2012

TO: City Clerk

FROM: Representative Cortney Carlisle Niland

ADDRESS: 2 Civic Center Plaza 10<sup>th</sup> Floor, El Paso, TX TELEPHONE (915) 541-4268

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of 12/18/2012

Appointment of Jo Ann (Jody) Casey to the El Paso Bond Overview Advisory Committee by  
Item should read as follows: Representative Cortney Carlisle Niland, District 8

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: El Paso Bond Overview Advisory Committee

NOMINATED BY: Representative Cortney Carlisle Niland DISTRICT: 8

NAME OF APPOINTEE Jo Ann (Jody) Casey  
(Please verify correct spelling of name)

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_\_\_

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:  
\_\_\_\_\_

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: New Board

EXPIRATION DATE OF INCUMBENT: N/A

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: \_\_\_\_\_  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 12/18/2012

TERM BEGINS ON : 12/18/2012

EXPIRATION DATE OF NEW APPOINTEE: To be determined by Lot

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: \_\_\_\_\_

# JO ANN (JODY) CASEY

---

## PROFILE: STRATEGIC ACCOUNT MANAGEMENT- TECHNICAL SALES – INTERNATIONAL INTEGRATION LEADERSHIP

Top Performer in General Electric for 13 years across multiple GE businesses in different countries. Experienced in consultative selling to build complex solutions for strategic customers' business problems. Deep expertise in structuring, negotiating, and executing high value deals in the energy and healthcare industries. Exceptional management skills and executive-level acumen.

### GENERAL ELECTRIC

	<b>Digital Energy Smart Grid, El Paso, TX</b>	9/2009- present
<i>Smart Grid Business Development Manager</i>	<ul style="list-style-type: none"><li>• Developed and managed strategic smart grid road map for the west region of the U.S. resulting in \$100M of opportunity pipeline</li><li>• Launched the Electric Vehicle and Demand Response initiatives for the region</li><li>• Led the Smart Grid strategy for the Department of Defense. Identified partnership opportunities and coached team through a rigorous bid process</li><li>• Assisted top customers in developing their 10 year Smart Grid plans including renewables integration, cybersecurity, demand response and distributed gen</li><li>• Recognized for broad industry understanding and Smart Grid thought leadership. Contributed as a panelist in conferences and researched ARRA funding and PUC requirements</li></ul>	
	<b>Healthcare Diagnostic Imaging, El Paso, TX</b>	5/2006 – 9/2009
<i>Radiology Account Manager</i>	<ul style="list-style-type: none"><li>• Led the rebuild of the west TX and southern NM Diagnostic Imaging business</li><li>• Closed \$16M in orders for a 250% V in 2007 and ranked #2 in the country out of 220 account managers</li><li>• Delivered on stretch quarterly orders goal without a miss for 6 quarters straight</li><li>• Won 2007 "Salesperson of the Year Award" for Houston region</li><li>• Enabled the El Paso region with world class healthcare technology including EMR and PET/CT technologies</li><li>• Nominated to the Houston Region Leadership team after 12 months in role</li></ul>	
	<b>Global Energy, Houston, TX</b>	4/2005 - 5/2006
<i>Master Black Belt</i>	<ul style="list-style-type: none"><li>• Managed a global team of six Black Belts working with top GE Energy and Oil &amp; Gas customers around the world</li><li>• Refocused team on new metrics in order to drive orders growth with sales counterparts</li><li>• Grew orders by 25% in one year resulting in \$20M of incremental business</li><li>• Launched an annual growth event between customer executives and GE executives</li></ul>	
	<b>Energy Services, Ontario, CA</b>	1/2003 – 4/2005
<i>Account Leadership</i>	<ul style="list-style-type: none"><li>• Doubled orders plan in 2003. Closed \$32M in orders on a \$17M plan</li><li>• Awarded Region Runner-Up sales award for orders and customer-centric initiatives for 2003</li><li>• While navigating a complex and highly political municipality structure, closed several new unit spares orders totaling over \$4M</li><li>• Partnered with them to provide environmental solutions in response to changing legislation</li></ul>	

*Sales  
Integration  
and  
Contractual  
Services  
Sales*

**Wind Energy, London, United Kingdom**

1/2002 – 1/2003

- Renegotiated former Enron Wind contracts across the UK and Turkey
- Led UK/Ireland sales integration for the newly acquired Wind business
- Managed commercial process for all UK/Ireland sales opportunities including launch of opportunity tracking system
- Structured and closed a 16 year Contractual Service Agreement on two major chemical plants in the Netherlands, worth over USD \$22M
- Developed a standard contract document for United Kingdom off-shore oil platform customers resulting in faster customer response time and bid turnaround
- Negotiated multi-million dollar services deals in Ireland, Germany, France

*Technical  
Sales  
Leadership  
Program*

**Energy Services, Atlanta, GA**

6/1999 - 1/2002

- Initiated and executed commercialization plan for online outage tool to 25 regional field service managers resulting in productivity savings for the Field Services business
- Designed a new field services offering based on a total package solution; launched to entire sales force
- Managed commercial proposals for West and Central American regions supporting \$400M in sales operating plans
- Structured and presented 17 high value, multi-P&L sales deals to commercial review board for bid approval resulting in orders of over \$80M

**EDUCATION**

**GEORGIA INSTITUTE OF TECHNOLOGY – Atlanta, GA**  
Bachelor of Science in Management, May 2000  
Magna cum Laude Graduate

**OXFORD COLLEGE - ENGLAND**  
Awarded Full Scholarship for semester in Oxford, 1998

**GE TRAINING COURSES**

Principled Negotiating	Acquisition Integration
Leadership Essentials	Finance Essentials
Six Sigma Statistical analysis	Sales Impact
CAP (Change Acceleration Process)	Evaluation Interviews
Miller Heiman Strategic Selling	New Manager Development Course
Executive focused selling	Customer-focused Selling
	Finance for Non-financial Managers

**CORPORATE LEADERSHIP** Received the Corporate Service Award from GE's Senior Vice President of HR for improvements made with Power System's executive recruitment/research university relationship. Launched mentoring program in the GE Women's Network to introduce top female college engineers to top GE executives. Led team of 40 GE employees across the country to enhance recruiting relationship with university's students, faculty, and staff. Included monthly meetings, recruiting events, and dinners.

**VOLUNTEERISM**

Devoted to improving the bi-national region of El Paso and Juarez. Former board member of Community Scholars El Paso. Co-chair of the Alternative Energy Committee of the Paso Del Norte Group; conceptualized and executed the first ever Renewable Energy Symposium. Participated in Leadership El Paso 2008. 5 year member of the Junior League of El Paso. Former Big Brothers Big Sisters of El Paso mentor. Raised over \$6000 for the Leukemia and Lymphoma society.